

ABSTRACT OF THE DISCLOSURE

To prevent lowering of dynamic range and deterioration of image quality, when an image is displayed in a liquid panel in a state of being irradiated with a light, the luminance of an illumination light is changed corresponding to the luminance of the whole image. In this way, compared to the case where the luminance of the illumination light is not changed, a dynamic range can be raised high.

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- 10 Further, a picture signal applied to each picture element of a liquid panel is judged, individually and if it is not more than a standard luminance A_1 , it is amplified by a large amplification factor and if it is not less than a standard amplification factor A_2 , it is
- 15 amplified by a small amplification factor, whereby a contrast of the image not more than the standard luminance A_1 is improved. Even for the image not less than A_2 , the contrast does not disappear, but the image is recognizable.

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